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Another Successful Fiesta Bowl Provides Boost To Glendale

Great game, great catalyst to local economy

GLENDALÉ, Ariz. – The city of Glendale welcomed thousands of Boise State fans, as well as local Arizona Wildcats to an exciting Fiesta Bowl game. These fans spent a lot of their time off the field at Glendale businesses and hotels, providing a much-needed economic boost to the local economy and tourism industry.

A survey by Glendale's tourism officials found Glendale hotels in and around the Sports & Entertainment District were full, or near capacity. In addition, Glendale tourism staff fulfilled thousands of information requests via the city's website, mobile app, phone calls and walk-in visitors to the Glendale Visitor Center.

"The Fiesta Bowl once again helped fill hotel room nights, giving us a great start to the New Year," said Glendale Convention & Visitors Bureau Manager Lorraine Pino. "And a newer trend we've seen this year is generational travel. For instance, we've talked to Boise fans that have traveled together as multi-generational families and made it their family vacation. It's great to see so many visitors coming to Glendale and the Valley, to attend this bowl game and festivities."

For more information on Glendale's Sports & Entertainment District and visitor information, visit Glendale CVB's [website](http://www.glendalecvb.com), or call 623-930-4500.

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